

Introducing our new Referral Flywheel Program



COMMISSION-FREE | RECOGNITION-DRIVEN | GROWTH-FOCUSED

When we started, it was just about RFP sharing.

Today, it's about building an ecosystem where every member can grow — together.

The Referral Flywheel is not just about rewards; it's about recognizing the people who make this community move.

Our community has always been about collective growth — connecting web developers, IT service providers, digital marketers, and SEO experts across Asia and Africa.

Now, we're entering our next phase — The Referral Flywheel.

A simple, transparent way to reward members who help our community grow — by referring clients and agencies, while unlocking visibility, recognition, and real opportunities.

HOW IT WORKS?

You bring value → You earn points → You unlock access, exposure, and recognition → That fuels more opportunities — for everyone.



REFERRAL TYPES



Client Referral

A project-ready client with a minimum value of \$5,000+

20 Points



Member Referral

A verified agency or service provider joining our community

10 Points

POINTS RESET EVERY MONTH TO KEEP THE FLYWHEEL FRESH AND COMPETITIVE.

Reward Tiers & Benefits

TIER 1 — CONNECTOR 10-20 POINTS

- Mention in our LinkedIn community post
- Recognition on internal leaderboard
- Early access to one exclusive AMA or closed-door expert session
- Mention in Wire Frame: The Spotlight (community highlight section)



TIER 2 — NETWORK BUILDER 30-50 POINTS

- All Tier 1 perks
- 1-month access to all grants & bug bounties shared with the community
- Wire Frame: The Spotlight feature under “Growth Stories”
- Priority invites to partner-led sessions or sponsor events
- “Verified Referrer” badge in the community



TIER 3 — GROWTH PARTNER 60+ POINTS

- All Tier 1 & 2 perks
- Agency name & logo on our LinkedIn banner for a full month (for top 3 agencies)
- Invite to Insider Circle (exclusive monthly strategy call)
- Co-host opportunity for a community session or AMA
- Early access to select RFPs and internal collaborations
- A full success feature in Wire Frame: The Spotlight — celebrating your client win, collaboration, or growth story

★ WE RISE
AS ONE ★



The Spotlight is a dedicated feature edition of our community newsletter **WireFrame** — built to celebrate member achievements, share real stories, and highlight growth journeys within our community.

It's not part of the regular newsletter — it's a separate, high-visibility feature issue released periodically.

EXAMPLE OF SPOTLIGHT MENTION BY TIER



Tier 1 — Connector

Shoutout to [Name, Agency Name] for referring a new agency from Nairobi to the community!



Tier 2 — Network Builder

After joining the community two months ago, [Name/Agency] has already collaborated with three fellow members and landed a \$12K project through shared RFPs. Their story is a reminder of how collective growth can open new doors.



Tier 3 — Growth Partner

From freelance beginnings to a \$100K agency, [Agency Name] has built its success on collaboration, transparency, and consistency. In this edition of Wire Frame: The Spotlight, we explore how community-driven growth helped them expand into two new markets.

ADDITIONAL PERKS

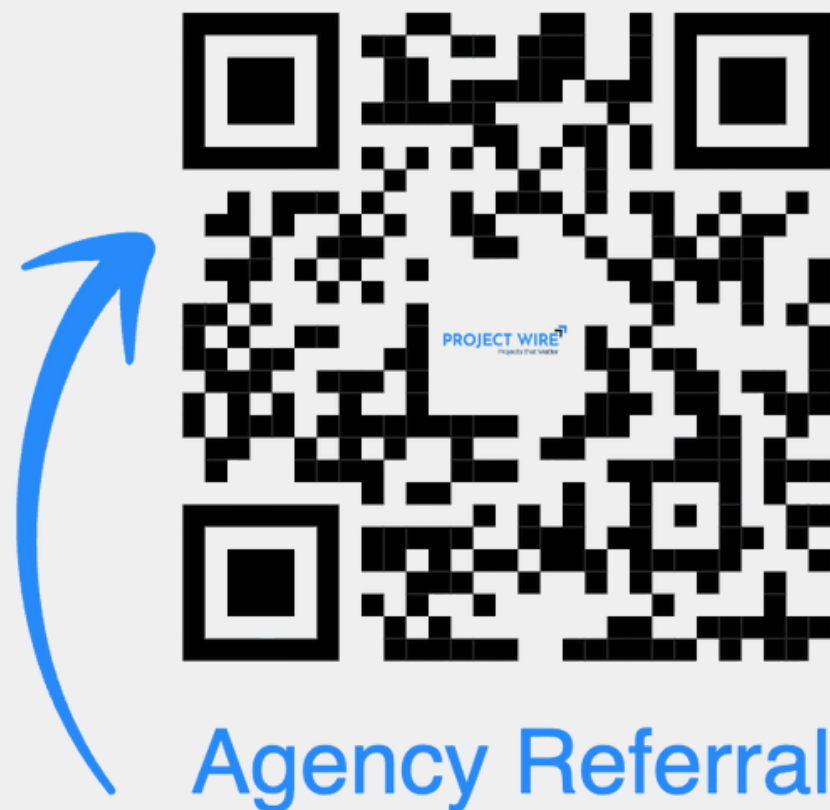
- Quarterly Recognition Certificates for consistent contributors
- Preferred Agency Tag inside the community (for Tier 3)
- Early Beta Access to upcoming partner opportunities or sponsorships
- Every Year, top contributors will also be featured in the Wire Frame Annual Hall — our year-end feature of top agencies and changemakers.

THE GROWTH LOOP

Referrals → Points → Access → Recognition → Visibility →
More Opportunities → More Referrals → Collective Growth

**THE POWER OF THIS
COMMUNITY LIES IN WHAT
WE BUILD FOR EACH
OTHER.**

**SCAN TO SUBMIT YOUR REFERRAL (CLIENT OR AGENCY)
AND START EARNING YOUR POINTS TODAY!**



Agency Referral



Client Referral